# Roads

**ISSUE 2** | 2017

UD Trucks - Going the Extra Mile since 1935



Trucking in the Middle East

**Quon Saga** 

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#### **Trucking in the Middle East**

Japan A logistics innovator

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## DO COS UD Trucks - Going the Extra Mile since 1935

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South Africa Welcoming all new Croner

Japan A logistics innovator

Quon Saga



**UD TRUCKS** 



Welcome to this new edition of Roads. It is our great pleasure to see you again. To those who are working under the heat of summer, and those operating in a chilly winter, we wish you all a flourishing season.

Last April we launched our All New Quon, a totally redesigned version of our renowned flagship. With its exclusive features and multiple improvements, All New Quon epitomizes what UD has grown into – a smart and human truck and service provider, building on our heritage of Ultimate Dependability.

In this issue we walk back through the history and review the path that Ouon has taken since its birth in 2004, to be the robust and efficient companion to your businesses on all roads around the world. You will also discover some of our engineers who have worked for years on the development of All New Quon and our new ESCOT-VI automatic transmission, one of its most notable improvements. Through their testimonies, you will learn how they always keep customers' needs in mind while seeking innovative solutions.

Another major breakthrough you discovered in our last issue is our brand new medium-duty truck - Croner, specifically designed with growth markets in mind. After revealing it in March in Bangkok, we were very excited to take it to the Middle East and South Africa. That opportunity allows us to introduce you to some of our loyal customers from those regions. These customers are operating in very different fields, in steel trading, in packaging, in retailing and in dairy, to name a few. It is the first time we have gathered such a large number of fellow businesses like yours who rely on UD trucks for their expansion, into one edition.

Across the globe, we also went to Indonesia to visit two of our customers who share the belief in customer satisfaction as strongly as we do. These symbiotic partnerships are what drive us every day at UD.

At UD, we are committed to supporting the business of each of our customers. It is also our desire to support each local community when we can be useful. Our South African team has been actively working with the local community to bring relief during the worst drought seen in the country in living memory, by supplying trucks to provide drinking water to the population and the cattle.

For prosperity of businesses and communities, let's keep trucking.

Nobuhiko Kishi **SVP Brand, communication and Product UD Trucks** 



#### **UD** around the world

Japan A logistics innovator



#### **UD** history Quon saga

**UD Gemba Stories** Behind the scenes with All New Quon engineers



ESCOT-VI: Turning every drive into an eco driving champion



**South Africa** 

Welcoming all new Croner



**Extra Mile Stories** Indonesia

Why LID Quester is a total solution. The excellent service of UD Trucks

Middle East

Trucking in the Middle East



**UD story** UD Water Truck



#### Croner around the world

**Trucker Tips & Tricks** 

Cruising in a clean cabin

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**JAPAN** 

#### **Touch & Ride All New Ouon**



After its official launch in April, All New Quon embarked on a journey to meet potential customers across Japan. Four Touch & Ride events were held, at Fuji Speedway, Okayama International circuit, HSR Circuit and Sportsland SUGO, bringing UD's latest flagship model to customers' doorsteps. All the events were highly interactive, with local customer advisers and other UD experts on hand to answer any questions and to introduce the new

features of the truck including the aftermarket service available. The guests took their turn driving Quon. For the events held at racing circuits there were also driving games, which were hugely popular with the participants.

UD invited Ms. Kanae Watanabe, a female truck driver, to be a guest speaker at some of the events, as many companies in Japan are looking to recruit female drivers to solve the driver shortage. Participants and UD customers received these one-day events with enthusiasm and pleasure, and more events will be rolled out throughout the rest of the year.

#### **Groundbreaking** ceremony for the new UD Training Center

A groundbreaking ceremony was held on June 5 for the new UD Training Center. In accordance with Japanese traditional Shinto rituals, a priest offered a decorated Sakaki tree branch to the earth, as a prayer for the safe construction of the new building. The new center – to be located in front of the Ageo headquarters - is scheduled to open in January 2018. The Kawaguchi Training Center, where training sessions are currently delivered, will be closed at the end of 2017.

accident rate by offering free training to all truck drivers, no matter what brand of vehicle they drive. After four sessions in 2016, UD Trucks Indonesia and its dealer PT Astra International held a fifth event in the port city of Cirebon, where around 300 drivers were reached through the event. More training sessions will be conducted this year, with the next event planned for the island of Sumatra.

UD's Driver Appreciation Day initiative

aims to reduce Indonesia's high road

**INDONESIA** 



#### Check & Drive UD Ouester

The Check & Drive program is designed to offer customers in Indonesia a convenient and comprehensive view of UD Quester. At Check & Drive events, customers get detailed information about the truck and all the ongoing support that UD offers, as well as a chance to drive the vehicle. After the first event in Jakarta, UD took it to East Java where Quester is already very popular in the port city of Surabaya. Quester was introduced to 25 media and 120 customers in the city who could enjoy this event without the inconvenience of travelling far.

**UD Truck Driver Appreciation Day continues** 



#### **AUSTRALIA**

#### **UD Trucks Australia** cycles the extra mile for Multiple Sclerosis



Team UD braved a cold winter's morning to raise funds to fight Multiple Sclerosis. Six UD members raced on a 104 km circuit with Alex Engert, an apprentice technician from VCV Brisbane South, outstripping the rest by more than an hour to complete the ride in only three hours and 13 minutes. At the end of the race, a total of AUD4.300 (USD3.270) had been raised to fund the cause. A special thanks is owed to CMV Group for its generous donation. UD Trucks Australia will participate in the Bridge to Brisbane 10 km or 5 km fun run on August 27, and the Brisbane to Gold Coast 100 km cycle challenge on October 15. Come and join us for some fun exercise with a spirit of going the extra mile - we hope to see you there.

#### **Traffic Safety Seminar** for elementary school students continues



On May 23 this year, 100 fourth graders and their teachers from Chuo Elementary School came to the driving track at the UD Experience Center (UDEC) in Ageo, to receive a hands-on experience of road safety. The initiative was started last year in collaboration with the Ageo City Board of Education. As the children moved around a Quon, they had to consider for themselves which areas the drivers could see clearly, poorly or not at all, as is the case with blind spots. During the turning radius demonstration. they examined the different tracks made by the front and back tires to learn the danger of standing too close to the road while waiting at traffic lights.

An extra indoor session was also held where the students were able to sit in the driver's seat to check the view from the driver's perspective. The interiors of the trucks amazed the students, and they also explored trucks displayed at the UDEC, the exhibition hall resounded with happy shouts like "It has a bed!", "It's really tall!" and "Old trucks had three pedals!" A second Traffic Safety Seminar was held on June 20, when fourth graders from Haraichi Elementary School visited UDEC. It is hoped that building road safety awareness in this fun engaging way for these young students will help reverse the rising trend in traffic

#### **AUSTRALIA**

#### All New Quon unveiled in Australia

All New Quon was launched in spectacular fashion in Australia

A GW model of the new truck was unveiled at the bi-annual Brisbane Truck Show held in May, together with a Drivability station showcasing its internal features and a Truck Talk program.

Even more spectacular, was the sight of All New Quon floating down Brisbane River on a barge and revealing itself to 120 UD customers who were enjoying a launch dinner. The truck also enjoyed a three-day display in Brisbane's business center as one of the ambassador trucks - aimed at promoting the transport industry and raising the profile of professional truck drivers – to the local community.

On social media, All New Quon adopted a bold slogan: "Could this be the best Japanese truck yet?" Embodying the UD Trucks vision of Smart Logistics and built on UD Trucks pledge of Ultimate Dependability, All New Quon is set to redefine what Japanese heavy-duty trucks can offer.









04 Roads Roads 05



unshine illuminates a silver trailer under a cloudless sky as Miki Ichikawa jumps down from the cabin of her Quon. She places wheel stops at the front and turns the side handle to lock the landing gears of the 13-meter trailer on the ground. She unties the rubber air hoses that connect the truck to the trailer, removes the wheel stoppers and jumps

back on the truck to move it forward, leaving the trailer behind. Another Quon parked beside hers follows exactly the same procedure. The two trucks then move slowly backward to connect with the other trailer.

The duo has just performed a collaboration called 'Relay Liner®'. Launched by Ajinomoto Logistics Corporation (ALC)

in August 2015, it works by having two drivers from distribution centers in the prefectures of Mie, in the west, and Saitama, in the east, exchange their cargoes at a half way point – Shizuoka – then return to where they came from, enabling an efficient delivery and a sameday trip for the drivers.

Logistics in the food industry faces many





"We own 470 trucks within Japan and about 100 of them are UDs. For heavy-duty trucks including Relay Liners®, we only use Quon with ESCOT transmissions. They provide stable fuel efficiency regardless of who is behind the wheel. Experienced drivers tend to avoid automatic transmissions, but ESCOT offers a quick and smooth gear shifting that is very well received by them. 'If we are to be on an automatic, we want to be on UD,' is how they put it!"

"We mainly train our new truck drivers in the fuel efficiency workshop and driving lessons delivered at the UD Experience Center

in Ageo. Our teams took two courses in 2016. We are looking to increase the number of trailer trucks, and UD supported us perfectly on this."

Yoshio Kimura Logistic Assets Purchasing Manager

challenges in Japan: a shortage of truck drivers, rising distribution costs, and increasingly strict environmental restrictions on CO<sub>2</sub> emissions. ALC has been tackling the problem by increasing employee welfare and bringing in more trailers. Introducing the Relay Liner® is another of their tactics. "To what extent we can

reduce the drivers' labor affects how many of them we can recruit. And with the Relay Liner®, we have separated the driving and the storage operations. Now, not only can the drivers go home on the same day but they are also freed from all the loading and unloading. This results in shorter working hours and less burden,

and we believe it's especially beneficial to female drivers," says Yoshio Kimura, who manages the purchasing of logistic assets for ALC. "Our aim is to reduce the drivers' physical workload, and that is what we are investing in."

ALC President Hiroyuki Tanaka has even bigger ambitions, aiming to restructure the entire logistics industry. "The era of consumer marketing, where companies competed by producing and selling more, is "Quon with ESCOT transmission is lighter to drive than other trucks. Also there's no knocking sound when shifting into reverse gear, it feels seamless."

Miki Ichikawa Driver and Dispatch Administrator









#### The woman behind the Relay Liner® wheel

After switching the cargo in Shizuoka, Ms. Ichikawa, the Relay Liner® driver, returns to the Mie distribution center. This petite woman can effortlessly maneuver the gigantic truck, and doing so is fulfilling her dream.

time and most of all, this is what I love!'

"I saw a truck on the road with the Ajinomoto Logistics Corporation logo on it. It looked so beautiful and I wanted to drive one. I wasn't sure if I could, because I have a young child and couldn't work long hours or come in early. But a delivery job to the local storage facility from 8 am to 5 pm was available – so I got the job in 2005. Now I drive Relay Liner® once a week and work as a Dispatch Administrator for the rest of the week. I am never bored on the road, even if I'm driving the same route. The road circumstances are different every





## The importance of gemba

"To achieve customer-centric delivery operations we must meet our customers and get feedback from them. If we want to do planning and we have never been out of the office - that's not possible. Never driven trucks or worked in a storage facility - get out on site. We need to actually see and feel the gemba - where things are happening - to understand the business and the cost associated with it. Plans and new objectives can only come from going to the gemba. Remember, only gemba has the power to change gemba."

Hiroyuki Tanaka President of Ajinomoto Logistics Corporation

#### Power-Up 10

As part of encouraging *gemba* efforts, Ajinomoto Logistics Corporation has a unique activity called Power-Up 10 where a small group of people gather feedback from each *gemba*, figure out what needs to be done, and initiate new ideas to improve their productivity by 10 percent. The key is "No Action, No Future." Identify now, act now and utilize those findings to improve



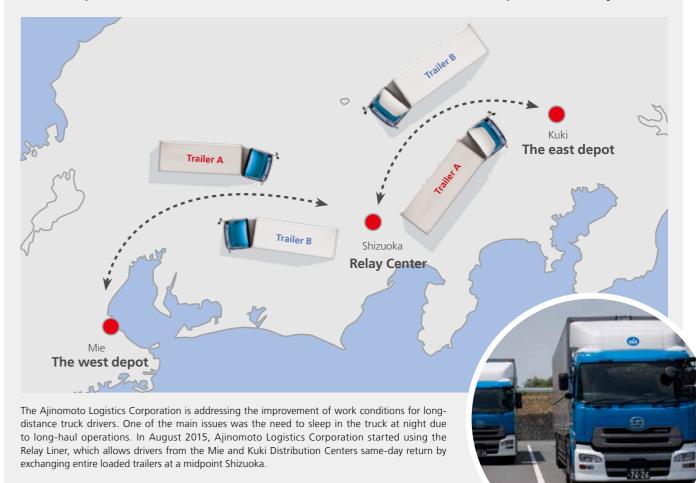
Masahiko Matsumoto
Division Manager for Processed Food Business





#### **Relay Liner**®

Improved work environment for drivers and increased transport efficiency.



over. Now marketing has shifted to 'social value creation', and logistics companies need to shift from manufacturer-centered operations to customer-centered operations. Although manufacturers compete with each other, co-delivery is the answer for logistics companies to achieve higher efficiency and lower costs, and this is what produces social values in the end," he explains.

The F-LINE project – Food Logistics
Intelligent Network – was born through this concept. This joint delivery and management system initiated by Ajinomoto now applied to six food companies, such as Kagome, Nisshin Foods and House Foods Group. Having begun its operation in Hokkaido prefecture in March 2016, the platform consolidates the six companies' storage into

#### ALIS – Ajinomotobutsuryu Logistics Integrated System

Specially-designed trailer Relay Liner® loads 1.5 times the pallets of a

10-ton truck (from 16 pallets up to 24)



ALIS is a large transportation network system developed by Ajinomoto Logistics Corporation. It manages the data on the shipments such as quantity, manufacturing and expiration date, from the moment they are brought into the storage space until they arrive at customer sites. Ajinomoto Logistics Corporation have introduced ALIS in their operations. The system aims to eliminate any human error and greatly

improve work efficiency.

two distribution centers and co-manages the shipment and delivery trucks. For the months of May to July 2016, the initiative achieved up to a 87 percent increase in average freight capacity and a 16 percent reduction in CO<sub>3</sub> emissions.

"In the future, we'd like to consolidate all the major companies' shipments and create a new cross-corporate delivery structure based on customers' needs. By digitizing the operations and using a central management system, we can also offer a female-friendly work environment," adds Tanaka. "Japan's logistics system needs to evolve. My ultimate goal is to transform Japan into a leading country in logistics. It may sound like a dream right now, but I'm determined to make it come true."



2004

innovation, repeated wind tunnel testing resulted in a new cab with vastly improved aerodynamics.

As a pioneer in safety too, Quon introduced a new SAFES cabin structure and the world's first knee airbag, as well as emergency braking system to reduce damage in the event of a collision.

With relentless attention to details while

developing Quon, UD engineers went to the *gemba*. They rode in their customers' trucks to experience travelling over long distances, and based on this analysis, designed a round cockpit delivering enhanced comfort and superior operability. The new cab design aimed to diminish fatigue on long hauls and improve convenience in other areas, like a front passenger seat that flips up to give drivers room to get changed inside the cab.





## 2010 2014

## A new start at UD Trucks, a new step forward for Quon



The wheel of innovation kept rolling. In 2010, a new Quon model was released. It was a result of fully utilizing UD's engineering and manufacturing strengths while benefitting from the technologies, knowledge and resources of the global Volvo Group, which the company had ioined in 2007.

It featured high performance and fuelefficient GH11 and GH13 engines and a revolutionary new generation of the ESCOT automatic gearbox. Offering unequalled drivability and greater fuel economy, the 2-pedal robotized-clutch ESCOT-V gearbox allowed a more relaxing drive, for improved safety and driving pleasure.

In 2014 Quon received another major overhaul, with a range of improvements leading to even better drivability, higher payload and lower fuel consumption. Active safety was enhanced by a Lane Departure System and an Advanced Emergency Braking System, with front radar sensors making Quon capable of braking by itself if the truck detects a risk of collision. The truck was also fitted with UD Telematics Services in some markets to optimize running costs and further improve uptime.

The ESCOT-V equipped on Quon was also improved. It offered updated software and an Eco mode to maximize fuel efficiency, with an acceleration limiter for gradual speed increase and a Soft Cruise Control function.

Quon received much positive feedback on its improvement from drivers and business owners around the world.

All these qualities have kept Quon the champion in the heavy-duty segment. It demonstrates its strength and cost efficiency every day around the world, as well as outstanding reliability in the planet's toughest environments.

## 2017

## All New Quon Innovation that puts people first.

Inspired by the illustrious predecessor, UD engineers returned to the drawing board with a clear objective in mind – turning UD's commitment of "Going the Extra Mile for Smart Logistics" into reality.

UD Trucks introduced the concept of "Going the Extra Mile for Smart Logistics" at the 2015 Tokyo Motor Show through its concept truck – Quon Vision – answering the changing needs of modern transportation. With improved drivability, fuel-efficiency, safety, productivity and uptime, All New Quon supports its driver in real time to improve all aspects of driving. This new flagship model alleviates the pressure on fleet managers in the fast-paced logistics world by greatly increasing the bottom line of fleet efficiency.

The extensive use of high tensile steel makes Quon lighter and even stronger, with improved fuel economy and a higher payload.

Its GH11 engine has been redesigned to offer more torque and comply with the most restrictive PPNLT Japanese regulations in terms of pollution. The proven ESCOT transmission has evolved into its sixth generation – ESCOT-VI, offering even smoother gear changes and more assertive, well-rounded gearshift management through enhanced software. On top of that, an ingenious Foretrack\* function paired with ESCOT-VI transmission memorizes every hill the truck tackles, and will drive the truck in the most fuel-

efficient way

ESCOT-VI

from the second time onward.

The built-in Nenpi Coaching system works like an on-board driving coach, helping drivers by making suggestions on gearshift changes, acceleration or brake actions. All the information is easy to read on a new color LCD multi-display in the center of the instrument panel. Fuel consumption reports are automatically generated by the system, and records are kept for convenient consultation.

Smart technologies are also on board for various safety aspects, including the Traffic Eye Brake and driver fatigue alert. Another distinguishing feature is that all models come with disc brakes, which are more powerful, more accurate, and less prone to fade, while requiring less frequent maintenance, which contributes to both safety and uptime.

Another innovation is the Escape function created in the ESCOT-VI. If a truck is stuck in mud or snow, simply pressing and releasing the accelerator pedal helps to get the truck unstuck by moving back and forth easily.

Relentless attention to detail and the desire to meet the needs of its customers continuously drive UD engineers. One will discover many more innovative solutions when taking All New Quon for a spin, which is the only way to experience the degree of improvements over its predecessor. All these improvements combine to make an even smoother and more appealing truck to drive and to own.

All New Quon underwent extensive testing to ensure it's prepared for any eventuality. The latest flagship is all ready to perform with uncompromised reliability and durability.

The saga of UD's Quon has only been possible because its customers in Japan and around the world have shown their solid trust over many years. Now it's the turn of All New Quon to hit the road, to go the extra mile with the full support of local UD teams.

The saga of Quon continues.

\* Foretrack function is available in elected markets.

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How much fuel saving can the customers

Over 5% fuel extra saving compared with the 2014 model according to our tests.

Aside from the maintenance advantages, why else offer disc brakes as standard?

Disc brakes offer numerous advantages: The braking sensation is similar to a car; under high pressure they are less likely to fade; and they contribute to weight reduction.

Quon has a reputation for reliability, how

did you ensure All New Quon lives up to its

We tested it rigorously. Our engineers spent over 2.5 million hours on tests. We used 92 trucks in the testing phase. Electronic components underwent stringent virtual tests, rig tests and physical vehicle tests to ensure reliability and durability. Maintenance was taken into account at every step, to reduce service operation time, and allow convenient checking by the customers themselves as preventive maintenance.

#### The importance of gemba

UD engineers while also utilizing Group technologies and expertise. What did you learn during this process?

Europe. Such as noise level, Japanese customers are very sensitive on noise

Could you explain what the UD Gemba

Spirit means to you?

We are very *gemba* oriented. For example, we check everything on the actual truck. If we encounter the slightest problem, we go straight to the physical

Personally, what is your extra mile in your

our ideas work in reality.

On a stage cloaked in mist, UD's latest flagship was unveiled. Quon has been reborn into a completely new truck, smarter and tougher than ever. The biggest smiles that day were definitely from the engineers who have worked for years developing the truck. And they have much to say.

ahind the scenes of All New Quon

neers

#### Hiroyuki **Kawahara**

Chief Project Manager 2 for All New Quon

**UD Gemba Stories** 

Kawahara joined UD Trucks in 1989 and has held the position of Chief Project Manager for more than ten years. He worked as a chassis engineer on the first Quon and shares his thoughts on the latest flagship.

It's called All New Quon, just how new is it exactly?

Apart from the tires, everything is new!

What objectives did you set out to achieve when you developed All New Quon? We wanted even better fuel efficiency and quality.

If you had to select your highlights among all the improvements on All New Quon, what would they be?

First, drivability. All New Quon is easier and more comfortable to drive. ESCOT-VI

transmission is also easier to use. The new dashboard, the new instrument panel and the new ESCOT lever all contribute to a great driving experience. A lot of safety features have been added or improved to enhance safety and improve the driving experience. The new LED headlamps increase visibility and have a longer life too. Reducing running costs was a priority, so All New Quon is designed for easier and cheaper maintenance and more uptime, for example, the disc brakes will lower the maintenance cost for customers

**Boris Grand** 

Project Office & Industrial Strategy for Manufacturing Engineering

> Having joined UD Trucks as Operation Project Manager in October 2014, Boris Grand had previously worked in the truck manufacturing industry as a manufacturing engineer, then a Technical Preparation Engineer. His main role was to prepare the production and implementation of All New Quon supply chain with the Ageo Plant.

From a manufacturing point of view, what improvements does All New Quon have over its predecessor?

We set objectives in terms of ergonomics, workability and industrial strategy to obtain the best production efficiency for the best assembly quality. I am proud that All

New Quon assembly is so smooth and reached unprecedented product audit results at the start of production.

Could you tell us about the modifications to the supply chain?

Both the supply chain and supplier base were modified. We implemented new transportation routes, integrated new suppliers and adapted our internal logistics setup to welcome this change.

#### How does it benefit customers?

It has given us opportunity to source parts at the best price, enabling us to deliver a high quality, feature-laden truck at competitive prices. And that's what our customers are seeking.



Roads 17 16 Roads

Hiroyuki Kawahara (Lett)

Boris Grand (right)

UD Gemba Stories

UD technology

## The importance of gemba

How do you see the UD Gemba Spirit? During the All New Quon project, we were continuously saying "go to gemba" and we did exactly that. We reviewed all pre-series trucks and every single issue at gemba around the trucks with all the functions and front offices making a united effort on the shop floor. UD Gemba Spirit is very strong at UD and that's how we go extra miles.

Since the building of the new UD headquarters, have you noticed any difference in your communication between departments and across cultures?

It's very convenient for the crossfunctional activities so we have gained efficiencies. It's also nice to work in a comfortable environment and stay close to the factory; being able to collaborate on the same site is a definitive advantage

#### How did you ensure the overall reliability of All New Quon?

From operation perspective, by securing the best assembly quality! For that we have our own quality control plan on top of the suppliers' quality assurance plans. Assembly quality is secured by tight supervision and robust control plans. Our internal communication is very quick and effective at detecting and solving issues. Aside from the product audits we did at the start of production of All New Quon, we run a systematic driving check (up to 300 km) to confirm the final quality.



# ESCOT-VI Turning every driver into an eco driving champion

Listening to feedback from our customers at the gemba, UD has introduced a new ESCOT-VI automated manual transmission focusing on even better fuel economy and easier driving. Our engineers also added several other innovative features. Among them is Foretrack\*, which predicts the road ahead to reduce fuel consumption on hilly roads, and Escape which makes it easy for any driver to get out of a ditch in slippery conditions. Three of the engineers who worked on its development explain what this new transmission is all about.

#### Aki Hoizumi Vehicle Product Offering Manager

• My department's objective was to collect customer requirements from the *gemba* to be able to understand market expectations and integrate them into the ESCOT-VI project. A top priority for customers has always been better fuel economy and, oday, they are also looking for an reto-drive truck – not only to alleviate retique whilst contributing to safer

today, they are also looking for an easier-to-drive truck – not only to alleviate driver fatigue whilst contributing to safer driving – but also to mitigate the shortage of experienced drivers.

• Taking into account the demands of the customers, ESCOT-VI is simple to operate and focuses on ECO Drive. All ECO functions are included under ECO mode, such as ESCOT-Roll, and the acceleration limiter function. ECO mode is automatically activated at engine start; simply select D and drive, and let ESCOT-VI automatically optimize gearshifts for the best fuel economy. When he or she requires the full power of the GH engine, the driver can still deselect the ECO mode, by a simple finger push on the ECO off button conveniently positioned on the centralized control steering wheel.

#### Kunihiro Kaneko Project Leader for Automated Manual Transmission Project

• To reach the desired objectives, our engineers reworked both the mechanical and electronic aspects of the ESCOT transmission.

For example, mechanics-wise, we worked on the counter shaft performance to improve gearshift speed; electronics-wise, we optimized our shifting software to reduce fuel consumption.

• For an easier operation, we engineered a new gear lever with a straight shifting pattern.

To assist the drivers further, we improved the performance of the reverse gear, although we had already received positive feedback on the ESCOT-V from customers. With the ESCOT-VI.

it's even easier to reverse at a slow steady speed.

• Another breakthrough enhancement via software engineering is the new Escape function. Feedback from dumper truck drivers or customers who deal with tough road conditions on a daily basis brought this to our attention. When the truck gets stuck in a ditch on snowy or muddy ground, now a driver can simply press and release the accelerator pedal, and the vehicle will start to sway back and forth to get itself out of its sticky predicament. With ESCOT-VI, even a new driver is now able to handle this type of situation as easily as an experienced driver with a manual gearbox. We will have an All New Quon dump truck with ESCOT-VI transmission at the booth at the Tokyo Motor Show in October this year, please come and visit us.

#### Hideya Hashizume

Lead Project Manager for Purchasing

What were you mainly looking for when underdoing supply chain reform?

After the reform, our portfolio of suppliers has been further enlarged and diversified. The reform focused on technical improvements and volume synergies.

#### Could you walk us through the role of Lead Project Manager for Purchasing?

First everyone met to understand the prerequisite for the future All New Quon with Purchasing Project Buyer Team.

Then we collected feedback from the project management team and quality departments, and coordinated with them to reach objectives in terms of functionalities and quality, while securing the delivery routes and keeping to deadlines for the start of production.

#### In your position, how did you ensure the reliability of All New Quon?

We have internal protocols, Advanced Product Quality Planning and Production Part Approval Process. Both have strict control guidelines, are designed to deliver trucks to customers with confidence.



## The importance of gemba

What does UD Gemba Spirit mean to you?
At UD, all work, tasks, and issues are treated up front and very concretely.

#### Akira Mutou Feature Test Engineer for Driving Performance and Fuel Economy

• It has been a great pleasure developing ESCOT-VI, because we know our objectives address customers' needs spot on, and the resulting improvements turned out so well. We are confident in its performance and excited to see it in use.

- We tested it relentlessly, in all kinds of situations, such as on mountain roads, highways or in traffic jams. A driver will feel very clearly the improvements over the already excellent ESCOT-V.
- One of the most interesting new functions is Foretrack. It is one of the new exclusive

fuel-efficient solutions that is included with ESCOT-VI. Foretrack constantly learns the typography of the road the truck is driving, then from the second time on the same road, Foretrack will automatically optimize the speed and gear-shifting, in the most fuel efficient way possible. The driver just focuses on steering the truck. The function works under ECO mode with Cruise Control activated. The truck knows when and how much to accelerate, when to use engine break and exhaust break to control the speed, reaching maximum fuel efficiency driving the second time on the same route. It's a complex system that works with the GPS and ESCOT-Roll; we did a lot of testing on the road to prove its reliability.

\* Foretrack function is available in selected markets.



his dairy company based in Darling, a small country town an hour from Cape Town, specializes in milk, yogurts and fruit juices, collecting milk from local farms every day to be pasteurized and bottled at its processing plant. To collect and deliver the raw ingredients, Darling Romery has bought 119 UD trucks over the past two decades. UD models - Condors, Questers, Quons – account for 77% of its fleet, and now they are going the meet Croner for this first time.

There's a friendly, almost old-fashioned feel to the place, with people taking time to make phone calls instead of sending impersonal text messages. That's country life for you, says Pietman Bell, the Head of Distribution.

The arrival of the new Croner was quite an occasion, with the truck being driven up from Cape Town weeks ahead of the official launch.

Darling Romery started in 1991 when farmer Nico Basson began selling milk from his farm Alexanderfontein. "He started on one farm with his own cows and sold milk locally and it just grew. He got one neighbor in and then another neighbor and now we buy from 17 farms," says Bell. "We pick up the milk and bring it to the factory to make yogurt, cream, buttermilk, amazi (sour milk) and put it into bottles and sachets."



#### **UD's extra mile for** fuel efficiency





#### Keeping it fresh with sophisticated logistics Modern dairies milk their cows three times

a day, so Darling Romery tankers collect from some farms three times a day, while other farms store the milk for collection once or twice a day, starting at 5am, "These trucks work 365 days a year. There are no days off for them because you can't switch off a cow," Bell says.

A different fleet of refrigerated trucks gets on the road at 3am to deliver its products to customers across the Western Cape. The company is one of the biggest suppliers in the region to the massive Shoprite Checkers supermarket chain and also delivers to old age homes, hostels, schools and universities

A third fleet sets off every morning to deliver product to the company's depots across the country. Those deliveries aren't carried out by the company itself, but by four external trucking companies using huge refrigerated trucks to travel up and down the motorways.

"Our primary business is milk, not transport," Bell says. "We use our own trucks to transport our products from the depots to the market but we use contractors to transport our products to our depots. I'd need 10 big trucks just for that and transport isn't our business."

The company owns 75 trucks in total, spread between its Darling headquarters and its depots in George, Port Elizabeth,

East London, Gauteng and Philippi, a township near Cape Town. They 'sleep at home' every night, and each has a number plate starting with the word Melk, the Afrikaans for milk. When the trucks are four or five years old, new vehicles are bought to replace them at the laborintensive headquarters, and the old vehicles are sent to enjoy a longer life based at the regional depots.

#### Reliability, sevice and high resale value

The company first bought its own trucks in 1999, beginning with 12 UDs. "We started with 5.5 and 7 tonners and one 9 tonner, and since then we have bought 119 UDs," says Bell. "UD is a big part of our family and there are a few reasons for that. It's a good,





Roads 23 22 Roads

#### **Customer story** South Africa

reliable, simple truck without fancy bells and whistles and nonsense things like computers and electronic windows that can break. It's a workhorse and we need workhorses here - we don't need fancy things."

Another attraction is the good resale value when the company trades them in after six years, when they typically have 350,000 to 500,000 kilometers on the clock.

A third attraction is the service, with the agent, UD Trucks Malmesbury, just 35 km down the road. "I know my agent's number in my head and if I have a breakdown he says no problem, I'll be there in half an hour. It's an 18-year relationship," Bell says.

A truck driver himself, Bell enjoyed driving in the old days when double-declutching really tested your skills. His love of the sturdy, no-frills Condor\* makes him a tough customer to convert to the far more modern and sophisticated Croner.

"Condors were brilliant so hopefully Croner will be as good. I have to replace some trucks now so we're going to buy a Croner or two depending on the price. UD is in the saddle with 77% of our fleet and we definitely have loyalty with our long-term partnership," he says.

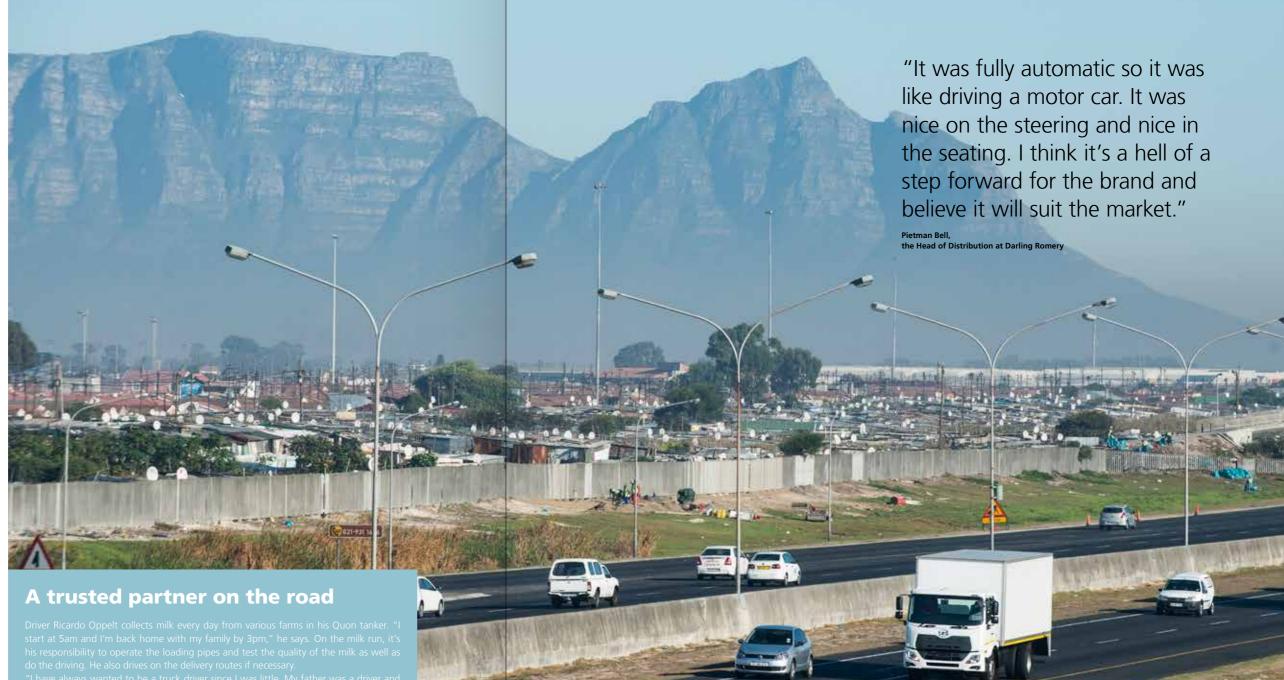
#### Croner ready to go the extra mile

UD's regional sales manager for the Western and Eastern Cape, Roome Kirsten, is delighted with the new model. He's been with UD for 40 years and as a technical designer himself, he appreciates the advancements brought by Croner.

"I really believe we have a winner here. There are a few unique things - the torque is the highest of all manufacturers in this class, and having fully automatic transmission as an option is also unique. And most competitors' brake systems are air over hydraulic whereas this is a full air brake system. Another interesting feature is our in-built telematics that let owners monitor fuel consumption and the position of the vehicle remotely, which is a standard feature, not an extra."

After taking the new Croner for a spin, Bell was smiling, despite 'fancy frills' like

the South Africa market.







an automatic gearbox, air conditioning, a radio and electronic windows. "It was fully automatic so it was like driving a motor car. It was nice on the steering and nice in the seating. I think it's a hell of a step forward for the brand and believe it will suit the market," Bell says.

It looks like Darling Romery drivers will be making their early morning deliveries in Croners pretty soon.





\* Condor is also known as UD Legacy in

Roads 25 24 Roads

## Why UD Quester is a total solution



"We find Quester from UD Trucks a suitable choice for its proven toughness and fuel efficiency." Our logistics operation has been running for more than 26 years: it includes a range of services, such as trucking, warehousing, container depot, freight forwarding and customs clearance.

This year we have expanded our operation further by opening an 11,200-sqm warehouse in Karawang and a 7,200-sqm cold storage facility in Sunter. As a part of our commitment to provide the best services to our customers, we continue to increase the size of our fleet to keep up with demand. We find Quester from UD Trucks a suitable choice for its proven toughness and fuel efficiency.

Michael Iskandar, Vice President Director, Dunex Logistics Solution

"UD Trucks provides the best service."



"For our line of business, we want a truck that has it all."

UD on-site support is one of the valuable services provided by UD Trucks that we really enjoy. A UD Trucks technician will come to any location to carry out scheduled maintenance on one of our trucks.

UD Trucks also offers a direct connection to its local authorized workshops, which is really helpful for emergencies and trouble-shooting while on the road.

Right now, UD Trucks is a very reliable partner, providing the best services that match the requirements of PT Dunia Express Transindo.

Tonny Wijaya, Assistant Manager Trucking, Dunex Logistics Solution

As of 2016, we have been using many Quester units from UD Trucks because our line of business demands reliably powerful trucks with a high degree of fuel efficiency as well as ease of monitoring and maintenance process for our entire team. We also need trucks that are equipped with a trouble detection system complete with UD Telematics Services, which is useful for us to evaluate everything about a truck, from how it was driven to the terrain it covered.

Tonny Wijaya



Indonesia



## The excellent service of UD Trucks

"We look for excellence in whatever we do; and UD Trucks offers the same to us."

We are the biggest distributor for PT Semen Gresik Curah in Java Island. We have supplied projects such as the flyover bridge in Pasupati Bandung, the Suramadu Bridge, and MRT projects in Jakarta. Our company's mission is accuracy and speed in terms of delivery, and also to provide the best price and excellent services to our customers.

Effendi Tjandra, Marketing & Operational Director, PT Semen Gresik Curah





"A proven track record."

Besides their solid body, UD trucks also have a strong engine that can fulfill our expectations; that's why we choose UD trucks, because they are tough and have a proven track record.

Wibuono, Operational Manager, PT Semen Gresik Curah

"UD Telematics improves our fleet efficiency."

We are pleased with the Telematics Services from UD Trucks. It makes our distribution more effective and efficient. We set up a separate division to thoroughly monitor our UD trucks.

Agam Miga, Accounting Manager, PT Semen Gresik Curah



## Trucking in the Middle East



he United Arab Emirates (UAE) is a vibrant market, so much so that it was nicknamed `crane country' – a reflection of its fast-paced development.

In such a buoyant market, Tee Dee Tradings LLC took its first steps in 1999, making a cautious foray into the UAE. What began as a small-scale trading enterprise is today the leading supplier and stockist of structural steel, as well as oilfield, industrial and building materials in the UAE.

With a customer-centric focus, Tee Dee has thrived on their global sourcing efforts and ability to offer a wide range of quality products at competitive rates. The company has 46,450 sqm of storage surface, with three strategically located warehouses in Ras Al Khor, Jebel Ali and Al Faya.

#### Three rules for ideal trucks

Tee Dee focuses on providing quality and service to its customers – two pillars that supported the strong and rapid growth of the company. And a reliable delivery solution plays a vital role in servicing customers adequately.

Tee Dee needs a fleet that performs well in the challenging environment of the Middle East. "We always choose trucks based on three key criteria: firstly – durability; secondly – minimal management costs; and thirdly – suitability for all type of roads," says Franklin. UD Trucks answers to these three criteria and matches Tee Dee's expectations.

"Our cargos have different types of lines and come from different locations in terms of the logistics. So, we have an odd situation with routes that aren't always clear. Running a UD fleet helps us cope with these challenging deliveries: the trucks have great loading capacity and we are able to make our deliveries on time.

Compared to other trucks, UD trucks have an exceptional loading capacity. We want to offer the best service to our customers, that's why we have selected to build our fleet with UD Trucks!"

Franklin Thompson, Business Develope Tee Dee Tradings, Dubai







## New trucks for new times

Qatar
Family Food
Center



Iso with a customer-focused approach, Family Food Center (FFC), has expanded to become a household name in Qatar. From its inception in 1978, FFC has developed three retailing spaces, each around 4,600 sqm, designed to provide customers with a convenient shopping experience. Powering the deliveries to their shopping centers is the efficient and reliable FFC fleet, working hand in hand with its strategic partner UD Trucks.

"With the new UD trucks we are looking at now – the new technologies, the advanced UD line – I can only see good days ahead."

Anwar Payyoorayil, Director (Systems) Family Food Center, Qatar

## Qatar Trucks & Cranes LLC

tough judge of quality



ocated in the Salwa Road-Industrial Area in Qatar, Trucks and Cranes is a company providing truck and crane services to its customers. From a company whose core business is trucks and cranes, Rabin Badoura's satisfaction with UD trucks speaks volumes:

"Quality is very important to us. We have a great UD dealer in Al Ghariyah, we are very happy working with them. The truck is durable and handles exceptionally well in the Middle Eastern heat".

Rabih Badoura, General Manager, Trucks & Cranes LLC, Qatar

Reliable logistics for customer

Dubai, UAE

**Tee Dee** 

**Tradings** 

customer satisfaction



#### **UD Trucks, a cost-efficient solution**

indenberg-Emirates LLC, an Engineering, Procurement and Construction (EPC) Contractor is also based in the UAE. An ■ EPC Contractor is a company that carries out the detailed engineering design of a project, procures all the equipment and materials necessary, and then carries out the construction to deliver a fully functioning facility or asset to customers.

With its main office in Abu Dhabi, Lindenberg's work has ranged from designing, building and maintaining water and sewerage networks with pumping stations; laying submarine pipes; building power transmission and distribution networks; and involvement in on-shore and off-shore oil and gas projects.

Lindenberg has a strong belief in customer service and the

company's motto is "Exceeding and surpassing customer satisfaction, through exemplary services."

#### **Building a fleet**

Constantly looking at self-improvement and reducing costs on the hiring of external equipment, Lindenberg started developing their own transportation division. "We decided we wanted two diesel trucks and five train trucks," says Stephan Evan, the Plant Manager, who is mainly involved in power and water sewerage line projects.

"When I met with UD, immediately there was a nice relationship. We were able to talk in-depth about Lindenberg's requirements and UD Trucks was really onboard to help us

Lindenberg-**Emirates LLC** 

find vehicles to suit our specific needs," says Stephan.

Stephan is satisfied with the professionalism, flexibility and proactivity demonstrated by the UD team. Lindenberg chose UD Trucks as their partner and a great partnership has ensued.

"UD Trucks definitely went the extra mile for us in the whole process. It made our effort of building our own fleet well worth it. The package we put together, it was just fantastic. Right now Lindenberg is very happy with how the truck is performing."

Stephan Evan, Plant Manager, Lindenberg, Abu Dhabi

#### Saudi Arabia The **Bottling Plants** reliability behind a business legend

Al Jomaih



I Jomaih Bottling Plants is nothing short of a legend. In 1936, two brothers, Abdul Aziz and Mohammed Abdullah Al Jomaih, created a small trading company in the town of Shagra in Saudi Arabia. Motivated to further expand the company's activities, the brothers moved their business to Riyadh, and enjoyed an era of growth. Having ventured into several business sectors in the Kingdom, it became a major conglomerate spanning all key consumer and industrial sectors, including automotive, heavy equipment, oil and gas, and real estate.

The turning point for the company came in 1957 when Al Jomaih secured a premier partnership with the franchise bottler of Pepsi-Cola in Riyadh and also became the first processor of locally made carbonated beverages. Today, with fully integrated bottling, manufacturing and distribution operations in the Central and Northern regions of Saudi Arabia, and more than 2,000 employees, Al Jomaih Bottling Plants have grown to become key producers of beverages in the Middle East and Africa region.

Behind the legend there lies without doubt the dynamic entrepreneurial spirit and high commitment to quality and customer satisfaction.

"Downtime for us is very serious and we look for trucks that can run trouble free. UD Trucks gives us what we are truly looking for."

Shekrallah El Chalouhi, Al Jomaih Bottling Plants, Saudi Arabia

30 Roads Roads 31

## **UD Water Truck**

evere drought in South Africa has seen millions of people facing water restrictions or no water at all for the past few months, with dams and reservoirs falling to critically low levels.

The crisis prompted UD Trucks Southern Africa and UD Trucks Vryheid to address the drought in Vryheid, a small agricultural community in the province of KwaZulu-Natal. The town's dam had dipped to only 13% full, resulting in water restrictions for its 50,000 residents. Another source of underground water had been found, but the site is 27 km from the town with no easy way of delivering muchneeded water to the residents.

That's when UD Trucks saw a way to be a

part of the solution. "As this problem is in essence a transportation matter, we had the opportunity to make a tangible difference to the community by offering the use of a Quon CW26 370 fitted with a 16,000-liter tanker and suction during this difficult period," said Gert Swanepoel, Managing Director of UD Trucks Southern Africa.

Text: Lesley Stones *Illustrator:* Mingguan

With no time wasted, UD Trucks Vryheid arranged a Quon and drivers to transport the water to various distribution points around the town, making up to three runs a day when necessary. UD is also keeping the vehicle maintained while it's on loan to

Gordon McManus, the owner of UD Trucks Vryheid, and other representatives from

> UD Trucks all met the town council, and visited some of the water delivery points to share the joy and relief with the community. There were moving scenes at the

water collection points when community members sang traditional songs as the truck arrived. The Quon is aptly named the UD Amanzi Truck, with Amanzi being the Zulu word for water.

UD Trucks has committed to providing the vehicle for at least seven months until the local dams fill up again, or until a plumbing system is installed to deliver water to the town directly.

"When a company like UD Trucks comes and makes a gesture like this it's fantastic and it really makes you feel there is still humanity around," said Councillor Harry Heyns.

This is just one of many projects that saw UD Trucks and its dealers across South Africa go the extra mile to assist drought-stricken communities, by contributing water, animal feed and transportation to alleviate the crisis.

Despite recent rains the situation is still desperate in many regions, and the devastating affect it has had on crop production will be felt for many months to come. The fight is not over, and UD Trucks and many other forces in the community are committed to seeing the crisis through.



#### **Climate Change takes its toll**

South Africa's green province of KwaZulu-Natal has traditionally been considered a well-watered province with adequate supplies for all. Generous rain has always been taken for granted, so groundwater was rarely considered important and the delivery infrastructure was neglected. Droughts induced by climate change have changed that perspective, with widespread water restrictions and groundwater sought out to increase the supplies. A drought in 1995, for example, saw 993 boreholes drilled in KwaZulu-Natal as water became a scarce resource. This year's long-running drought has even seen those ground water resources being depleted.

#### How bad is South Africa's drought?

Much of South Africa has been hit by disastrous drought this year, leaving the agricultural sector reeling and residents banned from using water for anything other than drinking, cooking and quick showers.

That's if any water was coming out of their taps

at all. Six of the nine provinces were declared disaster areas and R1 billion (77.73 million US dollar) was made available for drought aid. Rain finally brought drought relief to Cape Town in June, South Africa's most popular tourist destination, although not enough to end the restrictions. Similar restrictions were also imposed on Johannesburg, the country's largest city.

#### Croner on the road in the MEENA (Middle East, East and North Africa)



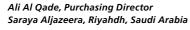
A three-day event was held in Dubai from May 9 to 11, where all new Croner – UD Trucks' brand new mid-duty truck was officially introduced to the MEENA region. The event, hosted in Dubai, showcased Croner to nearly 500 guests from 10 countries in the region. The Japanese ambassador to the UAE also joined the celebration. Guests, including customers, importers and media. were delighted to be able to testdrive the latest UD truck at the iconic Dubai Autodrome. During the three-day event, guests also visited tailor-made stations where they were able to have their questions about products or services answered by UD experts.

Croner key handing over ceremonies all took place with customers who had placed orders prior to the launch receiving the keys. During the event, new orders continued to come in and as the Vice President of UD Trucks Middle East, East and North Africa, Mourad Hedna noted, "The journey of Croner has just started."

"Today I drove Croner. This was the first time I'd ever driven a truck. If I had known it was as easy as handling a passenger car, perhaps I would have been a truck driver today."

Abdullahi Shire, Sales Executive Al Najah Construction Company,

"We saw a lot of improvements and added technologies in the new truck such as the engine breaks, the cabin, the clutch and many other parts of the truck. With this quality, it will really help us improve our business."



"It was really informative to learn about Croner and I am going to share what I learned with my group of companies. We particularly appreciate the parts service, because we have never had any problems with parts."

Mahmood Javed Rana, Manager International Business Development, Al Thianayyan Holding Group, Saudi



## The game changing Croner arrives in South Africa



UD Trucks Southern Africa hosted more than 1,100 guests, including dealers, customers, staff and the media at launch events held at the renowned Kyalami Race Track in Johannesburg in June 2017.

Guests could take an exhilarating ride around the Formula One racetrack with Croner to gain a first-hand experience of the truck. They also visited five interactive stations that highlighted each of Croner's unique advantages. An unexpected treat was a performance of a UD Trucks Croner song, written specifically for the launch by UD Trucks marketing director Rory Schulz.

The events also celebrated the fact that Croner will be assembled at UD's plant in Rosslyn, Pretoria, guaranteeing much-needed jobs in a country suffering from high unemployment. The production line will be kept busy by building enough trucks to supply other African countries as Croner rolls out across the region next year.

"By understanding customers' specific requirements, Croner is specifically engineered to help fleet owners stay ahead of competition through the simple concept of saving time."

Gert Swanepoel, Managing Director of UD Trucks Southern Africa



#### The world's first Croners are delivered

Two days after its world premier in its "hometown" of Bangkok, the first 14 Croner trucks were delivered to 11 customers around Thailand. The orders were confirmed before the launch event took place. All the units were delivered with the complimentary offer of a comprehensive 2-year Ultimate UD Telematics Services and exclusive driver training courses.



### Cruising in a clean cabin

It is always nice to cruise in a clean ride. Here are a few tips for keeping your cabin's carpet and upholstery in tip-top shape.

*Illustrator:* Mingquan

#### Stubborn stains

Did you know some fabric or carpet stains that remain even after initial cleaning can be broken up with window cleaner?

- Always test the new product in an discreet area first
- Saturate the area with window cleaner
- Let it sit for five minutes
- Wipe clean

#### Greasy stains

Most greasy carpeting and upholstery can be saved with baby oil and for really stubborn stains, paint thinner.

- Test it in a discrete area
- Rub baby oil or paint thinner on the stain with 100-percent cotton cloth
   Cover the stain with salt until the remaining grease is absorbed
   Vacuum

#### Removing odors from carpet and upholstery

If you have spilled a drink or food on your carpet or upholstery, use baking soda to get rid of any lingering smells

- Wipe up food spills with soapy
- water and leave to dry
- Sprinkle baking soda on the carpet and leave overnight
- Vacuum up the following dayRepeat until smell has gone

#### Ink stain from your per

You may not have hair spray in your bathroom cabinet, but a friend might lend you some!

- Test it in a hidden area
- Coat the stain with hair spray
  Let the spray soak in for a few
- minutes
- Wipe off and repeat as needed



## The workshop that goes to your doorstep

At UD Trucks, we understand the importance of uptime for your business.

UD Mobile Workshop improves uptime by bringing basic workshop services right to your doorstep. On your scheduled appointment, you can depend or our professional mechanics with preventive maintenance, basic repairs, oi changes or electronic diagnostics using UD Trucks systems and tools.

Getting close to you is part of our gemba spirit and it is our commitment to provide you with the fullest support for your business.

UD Mobile Workshop is aimed at helping you save valuable time and money, especially if you:

- 1 Are located far from our UD workshops, and/or
- 2 Intend to, or are already operating a fleet of five or more UD trucks

